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CENTRAL FAX CENTER**

JUL 30 2008

Application No. 09/922,651

Amendment dated July 30, 2008

Reply to Office Action of February 1, 2008

Amendments to the Specification:

Please add the following new paragraph after the paragraph beginning with "Figs. 6-8 illustrate one application of content management system" and before the paragraph beginning with "In a preferred embodiment" on page 11 of the specification:

Preferably, the content management system is a software-based system that includes server software, a database (e.g., a relational database management system (RDBMS)), a computer, and client software, which enables the content management functions of the present invention. Computer may communicate with server software and database over a local or wide area network (e.g., the Internet) through a communications channel (e.g., HTTP). The communications channel may be hard-wired or wireless (e.g., cable, satellite, DSL, and wireless land-based phone systems. The client software generates a graphical user interface to allow an operator to enter, modify, view or retrieve data stored in the database and create packages or rollouts for distribution to content users and consumers. The content management system may operate as a stand-alone system or as part of a platform that offers multiple media-related services.

Please add the following new paragraph after the paragraph beginning with "The processor of the subscriber management system" and before the paragraph beginning with "As shown in Fig. 5" on page 9 of the specification:

Preferably, the subscriber management system is a software-based system that includes server software, a database (e.g., a relational database management system (RDBMS)), a computer, and client software, which preferably enables the subscriber management functions of the present invention. The computer may communicate with the server software and the database over a local or wide area network (e.g., the Internet) through a

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communications channel (e.g., HTTP). The communications channel may be wire or wireless (e.g., cable, satellite, DSL, and wireless land-based systems such as cell phone technology). The client software generates a graphical user interface to allow an operator (e.g., digital media service operator) to enter, modify, view or retrieve data stored in database and create subscriber accounts. The subscriber management system may operate as a stand-alone system or as part of a platform that offers multiple media-related services.

Please replace the paragraph beginning with "The processor of the subscriber management system" on page 9 of the specification with the following amended paragraph:

The processor of the subscriber management system is also preferably operable to maintain the subscriber accounts. One preferred method of maintaining an account includes a billing procedure that posts a bill if the total account amount due exceeds a predetermined value, or if an account timer has elapsed. The account timer measures the difference from the last occurrence that a bill was posted on the account and a new subscriber order. For example, if an account holder is paying by credit card, the billing procedure may post the account holder's debt to the credit card company if the account exceeds \$30, or if the account has gone more than 30 days without purchasing or returning any video content. An example of a preferred subscriber management system is described in U.S. Application Serial No. ~~(to be assigned 09/921,107)~~, titled "Subscriber Management System," filed July 31, 2001, which claims priority to U.S. Application No. 60/280,664, the disclosures of which are hereby incorporated by reference herein.

Please replace the paragraph beginning with "Figs. 6-8 illustrate one application of content management system" on page 11 of the specification with the following amended paragraph:

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Figs. 6-8 illustrate one application of content management system B for providing a naming convention. Content management system B preferably provides a naming convention for media assets by associating media assets with metadata (e.g., descriptive information regarding a particular asset), prepares the media assets for delivery to particular groups of consumers (e.g., encoding media assets according to consumer bit rate requirements), and combines media assets to form a media content offering (e.g., combining a feature movie with a movie trailer, branding art, and advertisements). An example of a preferred content management system is described in U.S. Application Serial No. ~~(to be assigned)~~ 09/921,100, titled "Content Management System," filed July 31, 2001, which claims priority to U.S. Application Serial No. 60/280,691, the disclosures of which are hereby incorporated by reference herein.